
The Keys to Our Brand

The Visual Identity And Brand Guidelines Of Databahn AI

DATA BAHN 

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0.0

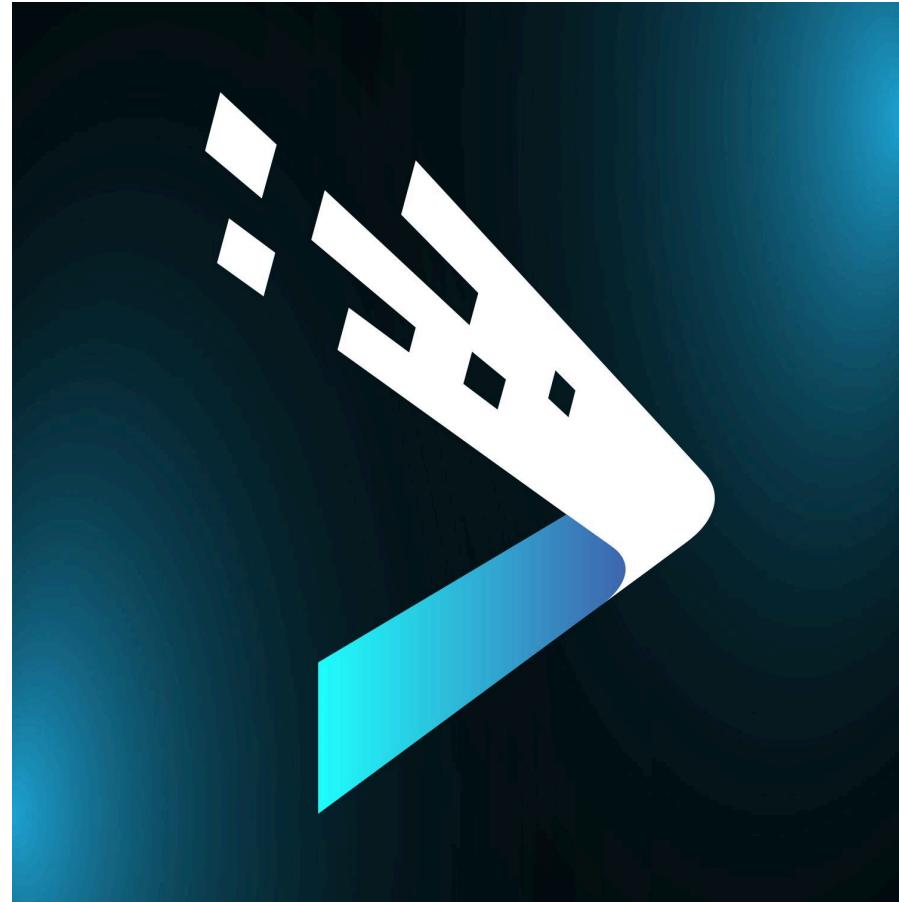
The Brand

Databahn is redefining how enterprises manage the explosion of the security and operational data in the AI era.

A brand guideline, or brand style guide, refers to the significant set of standards a company uses to present and maintain a solid and consistent brand in both public and private channels. Having this document ensures that a company is able to maximize its reach and impact on customers in terms of brand recall and brand recognition.

1.0

Logo



Our Logo: The embodiment of our spirit

Purpose-built for scale, speed, and simplicity, Databahn replaces patchwork stacks with a single intuitive solution that accelerates time to value and turns security data from a cost center into a strategic asset.

1.1

Logo Variations

Our logo takes on various forms, depending on the circumstance.



For dark backgrounds, use the whiteout version of the logo.



For light backgrounds, use the color version of the logo.

2.0

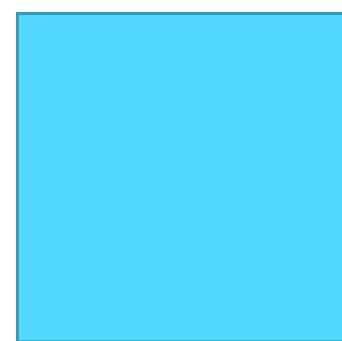
Main

Color

Palette

At Databahn, our color palette is purposefully built around shades of **blue** to reflect trust, intelligence, and future-forward innovation.

All core to our identity as a company redefining enterprise data operations in the AI era.



PANTONE 305 C
RGB 83 216 255
HEX #53D8FF
CMYK 53 0 10



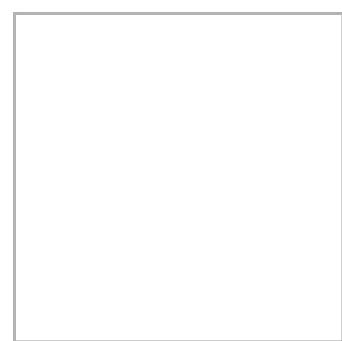
PANTONE 7687 C
RGB 34 61 114
HEX #223d72
CMYK 99 65 28 14



PANTONE 7547 C
RGB 7 12 21
HEX #070C15
CMYK 79 71 61 81



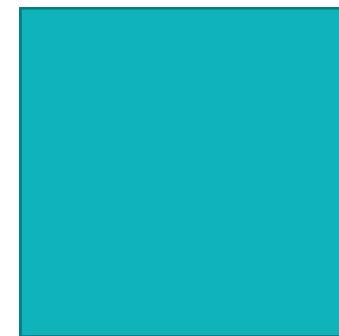
PANTONE 427 C
RGB 220 223 228
HEX #DCDFE4
CMYK 12 8 6 0



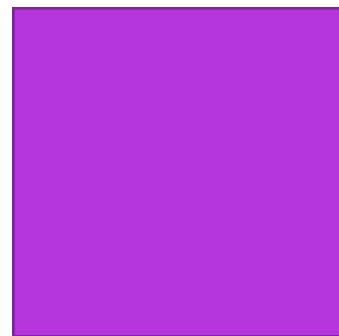
PANTONE WHITE
RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0

2.1

Accent Color Palette



PANTONE 7466 C
RGB 15 180 186
HEX #0FB4BA
CMYK 74 4 30 0



PANTONE 2582 C
RGB 181 55 222
HEX #B537DE
CMYK 47 81 0 0



PANTONE 2727 C
RGB 69 138 236
HEX #458AEC
CMYK 69 43 0 0

You may use these secondary colors for additional emphasis or for a call to action.

3.0 Main Fonts

Our Fonts: Form and function in harmony

At Databahn, we chose **Open Sauce** and **Inter** as our primary font family, because they strike the perfect balance between technical precision and modern clarity.

WEB PRIMARY FONT

Open Sauce

HEADING FONT

ExtraBold

Letter Spacing: -.015em

Font Weight: 600

WEB SUPPORTING FONT 1

Inter

SUBHEADING FONT

Regular

Letter Spacing: 0em

Font Weight: 400

WEB SUPPORTING FONT 2

DM Mono

TAGLINE FONT

REGULAR

Letter Spacing: .04em

Font Weight: 500

MARKETING PRIMARY FONT
(SLIDE DECKS, MS WORD, EMAILS, ETC.)

Helvetica

HEADING FONT

Bold

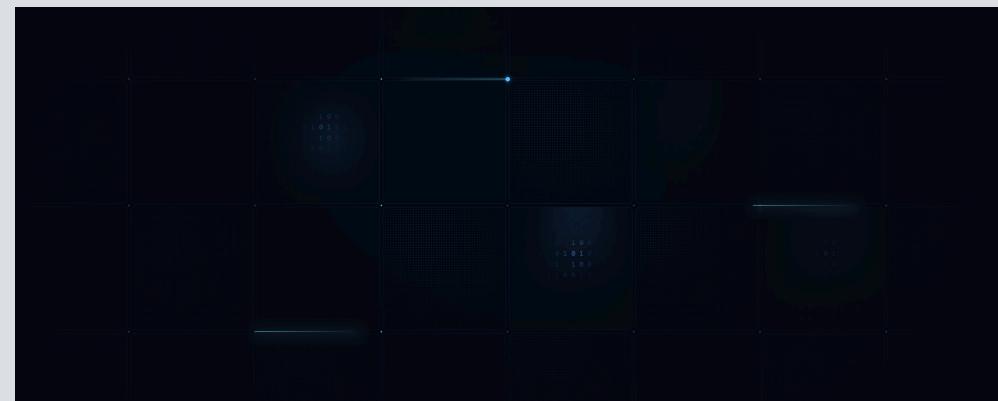
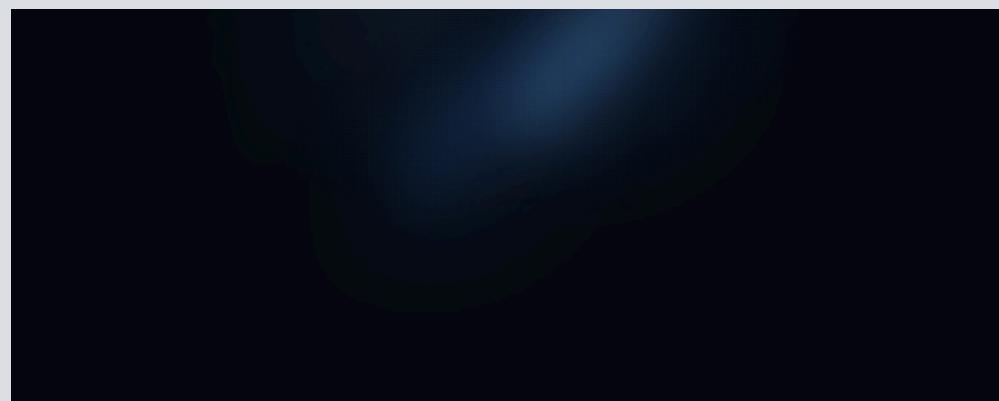
BODY FONT

Light

4.0

Imagery

Our backgrounds are developed to give an innovative feel and to ensure that the pages never feel stagnant.



5.0

Brand

Messaging

Mission (now)

To eliminate the painful, manual work of data engineering — giving every enterprise the power to unlock insights without drowning in mundane tasks.

Vision (future)

A world where enterprises never see data as a burden, but as their most powerful asset for cybersecurity, innovation, and growth.

5.1

Brand Messaging

The Problem We Solve

- **Data pipelines are painful, expensive, and complex**
- Customers are drowning in:
 - High SIEM and storage costs
 - Inefficient, brittle collectors/agents
 - Engineering bottlenecks and burnout

The Value We Deliver

- **Cost efficiency:** dramatic SIEM/log ingestion cost reduction.
- **Operational simplicity:** automated, resilient pipelines (“engineer in a box”).
- **Speed & flexibility:** integrations that take days, not months.
- **Future-proof foundation:** once data is flowing, unlock AI-driven insights and analytics.

5.2

Brand Messaging

Who we are

- An **AI-native data pipeline management company** that helps enterprises streamline, scale, and make sense of security and operational data.
- Think of us as the “**data engineer in a box**” — removing the redundant, manual, and painful engineering tasks that bog teams down.

Our essence

- Customer-centric, engineering-driven, and relentlessly focused on delivering **real value for every dollar spent**.
- We make data less painful — even fun — by freeing teams to focus on insights, not plumbing.

5.3

Brand

Messaging

Who we are NOT

- We are not a “nickel-and-dime” surcharge models.
- We are not just another SIEM or log warehouse.
- We are not bloated enterprise software with features nobody wants or uses.
- We are not gimmicky, flash-in-the-pan branding with no substance.

Our customers are

- **Security engineers & SOC teams** → need seamless data routing, visibility, and usable telemetry.
- **CISOs / security leaders** → care about cost reduction, efficiency, and scalability.
- **Data engineers / platform owners** → want modular, resilient pipelines without manual overhead.

5.4

Brand Messaging

Ideal customer profile (ICP)

- Enterprises with **large, complex, and growing data volumes** (5k+ employees is a practical breakpoint).
- Verticals like **financial services, telecom, healthcare, airlines** — all validated by early wins.
- Open to **partners as core amplifiers** — partners themselves are considered a key customer segment.

Tone & Personality

- Human, not hype
- Energetic & cool, not gimmicky
- Premium but customer-first